Facebook & LinkedIn sharing

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Using your social networks

- In order to get your first customers, you can also take advantage of your already established social networks on platforms like Facebook and LinkedIn
- **#1 Facebook**

  Facebook doesn't allow you to promote your business through your personal account, so you have to get around that by using one of these tactics:

  - Share the story of how you started and how you made your product
  - Share an anecdote about something that happened with your business
  - Be completely open and ask for feedback
- Don't forget to set your post to Public, so it can be seen by everyone

- **#2 LinkedIn**

  - LinkedIn is more business oriented
  - Tell the same stories but focus on how you're solving people's problems
  - You're going to post this as an "announcement" and you can be a bit more sales-y if you want to